

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 04596 080639Z

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ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

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R 080555Z APR 74

FM AMEMBASSY TOKYO

TO USDOC USTS

INO RUEHC/SECSTATE WASHDC 1126

UNCLAS TOKYO 4596

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: MARKETING PLAN PROJECT IDENTIFICATION

SUMMARY: REQUESTS GUIDANCE ON PROJECT IDENTIFICATION SYSTEM. END OF SUMMARY.

LYOWAS 4-227 INSTRUCTION HANDBOOK EXAMPLES OF INDIVIDUAL PROJECT PAGES INDICATE VARIETY OF PROJECT IDENTIFICATION SYMBOLS SUCH AS

LSD-1, J-1, ETC. ASSUME WE TO FOLLOW EXAMPLES IN OUR OWN PROJECT IDENTIFICATION. HOWEVER SUGGEST SYSTEM HAS BUILT-IN PROBLEMS. FIRST, VARIETY OF LETTER CODES, SOME OF WHICH ARE ABBREVIATIONS OF PROGRAM OR PROJECT TITLES, SOME OF WHICH ARE ONE-LETTER ABBREVIATIONS OF COUNTRY NAMES, CONFUSING AND HARD TO REMEMBER. SECOND, SYSTEM DOES NOT REALLY IDENTIFY COUNTRY, ESPECIALLY IN OUR CASE, J COULD STAND FOR JAPAN, JOURNALISTS OR BOTH.

FOR EASE OF REFERENCE AND CLARIFY IN FUTURE EXCHANGES OF CORRESPONDENCE, WISH SUGGEST UNIFORM IDENTIFICATION SYSTEM FOR INDIVIDUAL PROJECTS CONSISTING OF THREE-LETTER COUNTRY IDENTIFICATION SYMBOL FOLLOWED BY MARKETING PLAN PAGE NUMBER. THUS FIRST NEWS MEDIUM PROJECT IN JAPAN MARKETING PLAN WOULD BE NUMBERED JPN-22.10, FOLLOWDXPN-22.20, ETC. SIMILARLY, FIRST TOUR DEVELOPMENT PROJECT WOULD BE NUMBERED JPN-21.10 FOLLOWED BY JPN-21.20, ETC. TIMING SCHEDULES WOULD BE NUMBERED APPROPRIATELY 22.11, 22.21, ETC.

TOKYO WOULD PREFER THIS SYSTEM.

IT SEEMS TO PROVIDE INSTANT AND UNIFORM IDENTIFICATION OF ANY GIVEN UNCLASSIFIED

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PROJEVT, AND CAN BE EXPECTED TO BECOME EVEN EASIER TO SE AS WE ALL

BECOME ACCUSTOMED TO WORKING WITH MARKETING PLAN PAGINATION. ALSO
BELIEVE YOU MIGHT FIND IT MORE USEFUL TO IDENTIFY PROJECTS BY POST
WITH ONE UNIFORM SYSTEM SUCH AS THIS. THEREFORE SUGGEST YOU MAY
WISH CONSIDER ALL POST APPLICATION OF THIS OR SIMILAR SYSTEM.

PLEASE REPLY BY PRIORITY CABLE TO ALLOW US INSERT APPROPRIATE
PROJECT NUMBER IDENTIFICATIONS FOR MARKETING PLAN TIMELY COMPLETION
AND TRANSMITTAL OF COPIES TO YOU.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE, TRADE DATA, PROGRAMS (PROJECTS)
Control Number: n/a
Copy: SINGLE
Draft Date: 08 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TOKYO04596
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740079-0245
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740457/aaaacabc.tel
Line Count: 70
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: smithrj
Review Comment: n/a
Review Content Flags:
Review Date: 14 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <14 JUN 2002 by bryansd0>; APPROVED <18 DEC 2002 by smithrj>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MARKETING PLAN PROJECT IDENTIFICATION SUMMARY: REQUESTS GUIDANCE ON PROJECT IDENTIFICATION SYSTEM. END
TAGS: ETRD
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005